

VERMONT TOBACCO EVALUATION AND REVIEW BOARD

Evaluation Committee Meeting

Monday, April 27, 2015 2:00 PM-4:00 PM

Vermont Department of Health

DRAFT Minutes

Members present: Matt Thomas, Darlene Peterson, Bob Uerz, Alexi Potter, Rhonda Williams,
Guests present: Fonda Ripley (JSI)

Public Comment

None

Agency Updates

VTERB Kate provided brief update on proposed legislative changes that impact VTERB. To date, looks likely that Board will retain its independent oversight but funding cut is still proposed.

AOE – Bob received feedback from RTI and Kate on his draft year-end report for school-based tobacco prevention coordinators. In conference call with RTI, they acknowledged it has been a long time since there was a literature review. Bob started to conduct a lit review for school-based tobacco use prevention interventions.

VDH – Rhonda shared that CDC is interested in what the TCP program has done in terms of RTI 2013 recommendations. If the independent evaluation continues, annual sets of recommendations from year to year will be valuable and it is important to follow-through with recommendations in order to best systematize the work.

AOE and VDH are holding on-going meetings around synergy and data sharing. If there is evaluation data to include let's keep an eye on that.

Matt Thomas presented select results from 2014 Vermont Adult Tobacco Survey. These results are not yet released, but will be available approximately around the end of May 2015. Making changes around how survey reaches people and cessation programs treat people as the world moves into mobile and on-line. Seeing strong response to quit on-line.

No major changes in these data points over previous survey results. Highlights include: few dramatic shifts over 2012, except a significant increase in smokers using e-cigarettes in last quit attempt. Overall fairly low other tobacco product (OTP) use, but e-cigarette use increasing. Many new questions added to survey particularly around OTP, flavored products, advertising, promotions, etc. In 2014, there was an increase among nonsmokers' exposure to secondhand smoke in public places and overall (public exposure including home, car and public place).

RTI prioritization recommendations

What do we do with the prioritization that RTI provided as a snapshot of recommendations made at fall 2014 site visit? At June 22 evaluation committee meeting, committee will review prioritization and recommendations to make useable recommendations for TCP to put into action. We want to make sure it is utilized, needs to be more focused.

Alexi reminded the committee that site visit focused not on TCP priorities but on the areas where we needed most help with evaluation.

We need an overall/bottom-line focus, because we want to be able to take action and be responsive to the recommendations.

VDH and JSI evaluation efforts

Fonda Ripley from JSI presented their evaluation program for VDH which is aligned with CDC cooperative agreement. They are assisting with stakeholder outreach, data use and dissemination plan and five-year strategy evaluation plan. This is intended to help VDH to strategically focus funds and staff.

Fonda presented on five-year strategic evaluation plan for VDH. This includes overall program evaluation, individual program strategy evaluations including state and community interventions, cessation interventions, and media interventions.

When we talk about prevention, how are we able to speak to that in our data? What do the two streams of evaluation have in common? How will/can they work together? VDH is building into JSI's contract phone sharing of JSI/RTI. Products will be shared between evaluators. RTI provides overall annual TCP recommendations at a high level looking at full program. JSI provides individual program strategies and implementation improvement recommendations. JSI will also help with Medicaid population, document what VDH is doing, and look to articulate return on investment.

Is there something JSI could provide in terms of evaluation support around e-cigarette use particularly among youth and young adults? Fonda is willing to come back to future evaluation committee meetings to continue to discuss their evaluation. CDC evaluation plan due to CDC by end of August. JSI will attend June 22 meeting to continue to inform the committee and solicit feedback from committee for their evaluation efforts.

VDH FY16 draft budget discussion (specific to evaluation)

Integrated data position eliminated, so VDH has had to rethink the work that position would have been doing.

VDH has relationship with PRC at Dartmouth with a focus on tobacco and behavioral health. This is in place to assist states with evaluation efforts.

VDH is looking to establish a two-year contract with Dartmouth to utilize materials for providers and beneficiaries that Dartmouth has developed.

Bob wants to present at the next evaluation committee meeting a review of most current and relevant research pertaining to school-based tobacco prevention/intervention efforts.

The committee wants to state that evaluation outcomes strongly indicating success and recommend that independent evaluation is critical and worth the funding. Is there a possibility of using a portion of the \$25,000 currently allocated to the Board for highly focused evaluation? So that when more evaluation money is available in the future, there would be a structure in place? How can we use technology more for stakeholder input?

Planning for the future of TCP evaluation

Tabled until June 22.

**Next evaluation committee meeting
Monday June 22nd, 2:00-4:00pm,
VDH Conference Room 2A**